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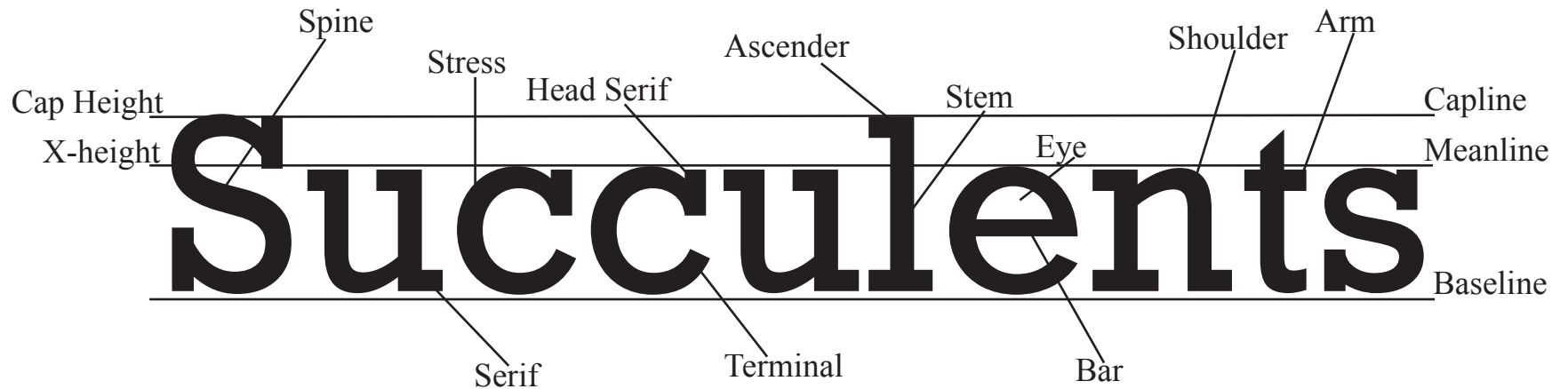
BOOK

PRESENTING SUCCESSFULS

EST

By Jennell Thomas

T



Anatomy Glossary:

Typaces Used: Rockwell & Times New Roman

Arm: Upper horizontal stroke (e)

Ascendar: Part of lowercase charcter that extends above x-height (x-height refers to height of lowercase letters- b, d, f, h, k, l, t)

Bar: Horizontal stroke (A, H, R, e, and f)

Serif (head serif): Bars that extend off main strokes of characters at the bottom and top

Shoulder: Curve stroke of h, m, n

Spine: Main curve of S

Stem: Straight vertical stroke

Stress: Curve of C

Terminal: End stroke of character with no serif

TYPE VARIATIONS

Font Family:
Myriad Variable Concept

SIZE

S

115 pt

S

85 pt

S

35 pt

WEIGHT

S

Black (900)

S

Semibold (600)

S

ExtraLight (200)

WIDTH

S

Wide (110)

S

Regular (100)

S

Condensed (70)

SLOPE

S

Regular


S

Italic

KERNING

The space between two alongside letters; accurate kerning creates text that is readable and visually pleasing

Succulents



Before kerning

Succulents

After kerning

TRACKING

The space
between all
letters in a word;
accurate tracking
space helps
improve legibility

There are around 10,000 succulent varieties.

Letter spacing is too small (ex. -80)

There are around 10,000 succulent varieties.

Regular letter spacing (ex. 0)

There are around 10,000 succulent varieties.

Letter spacing is too big (ex. +80)

Rockwell Nova (14/16.8)

There are around 10,000 succulent varieties, they differ in color, size, and leave shape. The most known succulent variety is green, they can be yellow, pink, red, or even orange, some are even multicolored. The size of its leaves are determined by the climate it was grown in. Popular succulents like the Aloe Vera and the Agave have prickly long leaves that look like stems, others like the Jade Plant can have circular leaves that grow in clusters that look like the petals of a rose. The leaves of a succulent can change over time throughout the season.

Rockwell Nova (14/17)

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LEADING

The space between lines of text: accurate leading between lines helps improve readability

Flush Left

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Centered

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Flush Right

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Justified

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ALIGNMENT

The formatting of text; in languages where text is read left-to-right, flush left text improves readability and has a professional appearance

Succulents

Serif, PT Serif Caption

Succulents

Sans Serif, DIN Alternate

Succulents

Script, SignPainter

SUCCULENTS

Decorative, Phosphate

Succulents

SUCCULENTS

CLASSIFICATION
OF SERIF FONTS

OLD STYLE
Minion

Succulents are the go to plants for many new plant owners and gardeners. They can be grown indoors and outdoors, also they do not require much tending. They come in a variety of sizes and colors. The word “succulent” comes from the word “sucus”, which means “sap” in Latin. Succulents are known for their sap or water filled leaves that acts as a storage system granting the plant the ability to go long periods without being watered.

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These hardy plants can thrive in both warm and cold climates. They can survive in places with a limited supply of water and nutrients as they rely on their sap filled leaves for sustenance. They produce a chalk-like film on their leaves that protects them from the harsh sun. Also, they are generally pest resistant.

Succulents

SUCCULENTS

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SUCCULENTS

CLASSIFICATION
OF SERIF FONTS

MODERN
ITC Fenice

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SUCCULENTS

CLASSIFICATION
OF SERIF FONTS

SLAB SERIF
American
Typewriter

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Succulents

**Magazine
Article**
Headline, Body
copy,
Drop Cap,
Pull Quote,
Wrapped
Image

Succulents are the go to plants for many new plant owners and gardeners. They can be grown indoors and outdoors, also they do not require much tending. They come in a variety of sizes and colors. The word “succulent” comes from the word “sucus”, which means “sap” in Latin. Succulents are known for their sap or water filled leaves that acts as a storage system granting the plant the ability to go long periods without being watered.

“They can be grown indoors and outdoors, also they do not require much tending.”

Succulents are used to make products many people use everyday such as hair gel, face masks, burn solutions,

rope, cloth, hats, and rugs. All of these products are made from the sap filled leaves of the Aloe and Agave species. Some varieties are even edible such as the Nopale, Prickly Pear, and dragonfruit. Lastly, succulents are the perfect plant to add beauty to your home or your garden.

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Succulents

The perfect plant for everyone

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These hardy plants can thrive in both warm and cold climates. They can survive in places with a limited supply of water and nutrients as they rely on their sap filled leaves for sustenance.

“These hardy plants can thrive in both warm and cold climates.”

Also, they are generally pest resistant. Succulents are used to make products many people use everyday such as hair gel, face masks, burn solutions, rope, cloth, hats, and rugs. All of these products are made from the sap filled leaves of the Aloe and Agave species. Some varieties are even edible such as the Nopale, Prickly Pear, and dragonfruit.



**Magazine
Article
Individual
Design**

Succulents can survive in places with a limited supply of water and nutrients as they rely on their sap filled leaves for sustenance.

Format Text
Type on a path
Type in a shape

